

## ORDER



**Orders**  
**Order / Rev:** 64783  
**Alt Order #:** 9838754 /Brad  
**Product Desc:** BOB CASEY FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/12/12 - 10/15/12  
**Original Date / Rev:** 10/10/12 / 10/10/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut Street  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Casey/D/Senate  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	13	\$4,880.00	\$4,148.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$4,880.00	\$4,148.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$4,880.00</b>	<b>\$4,148.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	20%	\$4,880.00
Market	100%	\$24,400.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	45%	\$10,980.00
WHTM	25%	\$6,100.00
WLYH	0%	\$0.00
WPMT	10%	\$2,440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/12/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--F--	1:00	3	\$300.00	P-3	0.00	NM	3	\$900.00
N 2	WHP	10/14/12	10/14/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
N 3	WHP	10/12/12	10/15/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	1:00	2	\$180.00	P-3	0.00	NM	2	\$360.00
N 4	WHP	10/12/12	10/15/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--F--	1:00	3	\$300.00	P-3	0.00	NM	3	\$900.00
N 5	WHP	10/12/12	10/15/12	Letterman Letterman	CM	1135p-1235a	M--F--	1:00	3	\$140.00	P-3	0.00	NM	3	\$420.00
N 6	WHP	10/12/12	10/15/12		CM	9a-1030a	-----S	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Sun Morning											
				CBS Sun Morning											
Totals													13	\$4,880.00	